

SEP 2 1992



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August 25, 1992

EDNA MUILENBEG NO, Meg  
INA NO for  
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Any interest? I GUESS  
TIME IS TIGHT SO LET  
ME KNOW ASAP IF YOU  
WOULD LIKE TO SET-UP A  
MEETING.

Rick

Rick Stirlen  
Philip Morris  
120 Park Avenue  
New York, NY 10017

Dear Rick,

We are proud to offer PHILIP MORRIS the following advertising/tour sponsorship package. The tour is entitled the SPIN/Fontana tour, featuring Fontana recording artists House of Love, Catherine Wheel and Ocean Color Scene. All three bands, and the Fontana label, are relative newcomers to America and come to the States with high critical acclaim based on their proven success in England.

Since the tour is nearly upon us and hence this sponsorship opportunity available at a late date, we will offer a sponsorship price that is discounted tremendously in order to secure your sponsorship. While the total tour's funding will be around \$500,000, we are simply asking for the following fee.

PACKAGE #1: 3 pages in SPIN \$47,430 (1X 4C National rate), plus \$75,000 net fee for the tour sponsorship. In addition, SPIN will donate a half-page 4C ad at no cost to promote an in-book sweepstakes to give away 1500 sampler CD's of music by the tour's featured artists.

PACKAGE #2: 6 pages in SPIN \$92,640 (6X 4C National rate), plus \$50,000 net for the tour. In addition, SPIN will donate a full-page 4C ad at no cost to promote an in-book sweepstakes program to give away 1500 sampler CD's of music by the tour's featured artists.

Camouflage Associates  
6 West 18th Street  
New York, NY 10011  
(212) 633-8200

Fax: (212) 633-2668

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As for signage at the event itself, PHILIP MORRIS can merchandise this event in all possible manners within reason. In order to nail these particular details down more thoroughly (i.e. what PHILIP MORRIS would like, what additional opportunities the tour might allow), I suggest a direct conversation between us in a conference call. Nevertheless, the basics are as follows:

- \* Sponsorship mention on all tickets.
- \* Sponsorship on all marquees.
- \* Sponsorship mention (with logo where applicable) on all pre-promotional printed materials, such as advertisements in SPIN and local newspaper and radio advertising.
- \* Product giveaways in local ticket giveaway promotions to be conducted through radio and at in-store promotions at record outlets.
- \* Signage with logo at the concert venue itself, particularly at entrance to seating area, along side walls, and behind stage. Additional signage can be available through discussion.

As you consider this proposal, you must keep at the forefront of your consideration the halo effect which this exciting and alternative music event can bring to the brand image, awareness and association for PHILIP MORRIS with your consumer audience. Additional tie-ins with local retailers and SPIN's support can also help your trade efforts. All in all, a well-rounded print and event oriented package at a low cost, particularly a low-cost compared to the usual sponsoring fee structures.

Thank you once again for your consideration and I look forward to speaking with you immediately.

Sincerely,



John Rollins  
Vice-President  
Advertising Director

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